



MOBIUS[®]
PACKAGE DESIGN
AWARDS

2019

PACKAGE DESIGN COMPETITION

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2019

PACKAGE DESIGN COMPETITION

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MOBIUSAWARDS.COM

Welcome



Welcome to Mobius Awards, now celebrating our 49th year.

Mobius Awards is an international competition that recognizes outstanding advertising, design and creativity. For decades, we have had a front-row view as advertising and package design have changed and have been the first to see trends emerge, including new advertising platforms.

This year, we are excited to introduce the **Mobius Awards Cannabis Advertising & Package Design** competition, which responds to a new, exciting area of advertising. Mobius Cannabis joins **Mobius Advertising**, **Mobius Package Design** and **Mobius Student**.

Package Design – Entry Types

PACKAGE DESIGN

Package Design entries demonstrate the art, science and technology of product packaging.

PD: **Package Design**

SP: **Eco/Green/Sustainable Package Design**

PR: **Package Redesign**

CD: **Spec Work**

*Spec Work is professionally created packaging for personal use only
(without an established relationship with a paid client).*

Entries are limited to: work created especially for competition or a personal portfolio.

(Spec work is only accepted in Category 227)

Package Design – Single Entry vs Product Range

A **SINGLE ENTRY** is:

- 1 (one) package
- A product that is one SKU/item number

A **PRODUCT RANGE** is:

- 2 or more SKUS/item numbers within a product line or collection

Examples:

| SINGLE ENTRY | PRODUCT RANGE |
|--|--|
| Brand X Organic Shampoo - Citrus | Brand X Organic Hair Care Line includes Shampoo (Citrus, Lavender, etc.), Conditioner (Citrus, Lavender), Hair Gel, Hairspray, etc. |
| David's Gourmet Sugarless Gum - Peppermint | David's Gourmet Sugarless Gum – Peppermint, Cinnamon, Wintergreen, etc. |
| Franklin Beer – Pale Ale - single can or bottle | Franklin Beer Pale Ale multi-packs, six-pack, 12 pack, 24 pack, etc. |



Package Design – Categories

- 200. **Animal/Pet Products**
- 201. **Apparel, Footwear & Accessories** UPDATED
- 202. **Bags & Boxes:** Post Purchase Packaging, Tissue, Tags, etc. NEW
- 203. **Beauty, Cosmetics & Fragrance**
- 204. **Brand Launch**
- 205. **Brand Re-launch**
- 206. **Branded, Private Label** UPDATED
- 207. **Business/Commercial Products**
- 208. **Direct Mail Marketing Kits** NEW
- 209. **Entertainment & Recreation**
- 210. **Food & Beverages**
- 211. **Gifts:** Floral, Food, etc. NEW
- 212. **Gift Sets** NEW
- 213. **Healthcare Products:** Pharmaceuticals, Devices, Surgical Supplies, etc.
- 214. **Health, Wellness & Fitness Products** NEW
- 215. **Home Care & Maintenance Products** NEW
- 216. **Home Goods & Furnishings** UPDATED
- 217. **Influencer Kits** NEW
- 218. **Lifestyle Products** NEW
- 219. **Limited Edition, Exclusive, Special Event, Holiday**
- 220. **Logo & Brand Identity** NEW
- 221. **Luxury Goods**
- 222. **Personal Care**
- 223. **Point-of-Sale/Ambient:** Counter Packaging, Floor Displays, End of Aisle, etc.
- 224. **Promotional Packaging/Kits**
- 225. **Product Samples**
- 226. **Technology Products**
- 227. **Spec Work:** Spec Work is professionally created packaging for personal use only (without an established relationship with a paid client). **Entries are limited to: work created especially for competition or a personal portfolio.**
- 228. **Miscellaneous** (We will reclassify entries in to the appropriate category when possible.)

Craft/Technique Categories

- 229. **Active, Intelligent, and Smart Packaging** UPDATED
- 230. **Art Direction**
- 231. **Concept**
- 232. **Copywriting**
- 233. **Graphic Design**
- 234. **Illustration**
- 235. **Label Design**
- 236. **Overall Production**
- 237. **Photography**
- 238. **Typography**
- 239. **Innovative Use of Packaging**

Package Design – Submission Requirements

| |  +  |
|---|--|
| PD: Package Design | • |
| PR: Package Redesign | • |
| SP: Eco/Green/Sustainable Package Design | • |
| CD: Spec Work | • |

All Package Design entries are judged in 2 ways:

1. **Online Judging** of uploaded images, and
2. **In-Person Judging** Event of physical samples

We require that entrants submit **BOTH physical samples + uploaded images** of their entry.

The physical samples sent to our office should be the **same** samples submitted in digital images.

Do not include images of samples of packages that were not sent to our office.

Package Design – Submission Specs

IMAGE FILE UPLOAD

+

PHYSICAL ENTRY

for

Package Design

Package Redesign

**Eco/Green/
Sustainable**

Spec Work

Important Note: Judging is completed online and with an in-person judging event of physical entries. We require that entrants submit **BOTH physical samples + uploaded images** of their entry. The physical samples sent to our office should be the same samples submitted in the digital images. Do not include additional images of samples of packages that were not sent to our office.

IMAGE FILE UPLOAD SPECS

- > Format = JPEG
- > Image Resolution = 300 dpi
- > Color Space = RGB
- > Image Dimensions = As Source
- > File Size = 20 MB max

+

PHYSICAL SAMPLE SPECS

- > Submit the **actual package(s), not printed images.**
- > Label items with the entry number.
- > Package(s) may be empty if necessary.

Additional Instructions for Package Redesign

- + Submit physical packages for both the “Old Design” package(s) and the “New Design”. Label the packages “New Design” or “Old Design.”
- + If a physical package for the “Old Design” is unavailable, we will accept images. These images must be printed out and enclosed in the shipment of the New Design packages.

Shipping Instructions

- > Do not ship entries before entry finalization.
- > Do not ship perishable items.
- > We recommend shipping via courier (UPS, FedEx, etc.).
- > Entries should be shipped to the Mobius Awards office:

Mobius Awards, Ltd.

Attn: Entry Department

713 South Pacific Coast Highway, Suite A

Redondo Beach, California 90277 USA

(310) 540-0959

KristenSzabo@mobiusawards.com

Additional Instructions for non-US entrants

- > Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.
-

Package Design – What to Submit & Send for Entry

FOR ONLINE JUDGING >> Uploaded Images



Front view



Back view



Other*



Other images include: various angles, detailed a close-up's, group shots, etc.

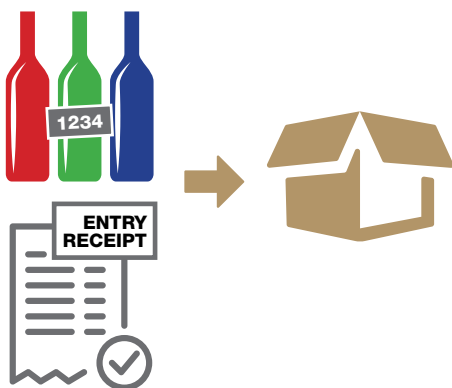


Multiple images provide our online judges with a "360" view of the entry.

| Single Product | Product Range of 2 | Product Range of 3 | Product Range of 4 | Product Range of 5 |
|--|--|--|--|--|
| 5 images | 6 images | 7 images | 8 images | 9 images |
| 1. Front view 2. Back view 3. } Other* 4. } 5. } | 1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } | 1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } | 1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. } | 1. Front view 2. Back view 3. } Other* 4. } 5. } 6. } 7. } 8. } 9. } |

* Other images include: various angles, detailed close-up's, group shots, etc. Multiple images provide our online judges with a "360" view of the entry.

FOR IN-PERSON JUDGING >> Physical Samples



- Label physical samples with 4-digit entry number
- include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:
Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
- INTERNATIONAL ENTRANTS:
Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

Package Redesign – What to Submit & Send for Entry

FOR ONLINE JUDGING >> PACKAGE REDESIGN >> Uploaded Images



OLD Design

NOTE: Our judges will **not** be seeing the filename; the “Old Design” caption should be on the image/graphic.



NEW Design Front View



NEW Design Back View



NEW Design Other*

Other images include: various angles, detailed a close-up’s, group shots, etc.



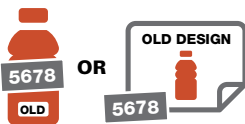
Multiple images provide our online judges with a “360” view of the entry.

| Single Product | Product Range of 2 | Product Range of 3 | Product Range of 4 | Product Range of 5 |
|---|---|---|---|---|
| 5 images | 6 images | 7 images | 8 images | 9 images |
| 1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* | 1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* | 1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* | 1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other* | 1. OLD Design 2. NEW Front 3. NEW Back 4. NEW 5. Other* 6. NEW Other* 7. NEW Other* 8. NEW Other* 9. NEW Other* |

* Other images include: various angles, detailed close-up’s, group shots, etc. Multiple images provide our online judges with a “360” view of the entry.

FOR IN-PERSON JUDGING >> PACKAGE REDESIGN >> Physical Samples

OLD Design
Physical Sample
OR Printout



NEW Design
Physical Sample



Entry Receipt



- Label OLD Design physical sample with “Old Design” and entry number
- Label NEW Design physical samples with entry number
- Include printed entry receipt
- Ship to Mobius Awards office immediately upon finalizing entry:
Mobius Awards, Ltd.
Attn: Entry Department
713 South Pacific Coast Highway, Suite A
Redondo Beach, California 90277 USA
(310) 540-0959
- INTERNATIONAL ENTRANTS:
Please include the following statements in your Customs Declaration:
CONTEST MATERIALS. NO COMMERCIAL VALUE. NOT FOR SALE.

Package Design – Entry Fees

ENTRY FEES
(All Fees in US Dollars)

Early Entry through:
June 24, 2019

Regular Pricing:
June 25, 2019
through
August 25, 2019

Late Pricing Begins:
August 26, 2019

| | SINGLE / PRODUCT RANGE** | SINGLE / PRODUCT RANGE** | SINGLE / PRODUCT RANGE** |
|-----------------------------------|--------------------------|--------------------------|--------------------------|
| Package Design (all types) | \$500 / \$885 | \$550 / \$985 | \$605 / \$1085 |
| Spec Work - Package Design | \$105 / \$135 | \$125 / \$150 | \$135 / \$165 |

** PRODUCT RANGE = unlimited items

About Our Competitions



Mobius Awards – Advertising

This is the broadest of the competitions, encompassing many of the traditional advertising categories including (but not limited to) Branding, Automotive, Pharmaceutical, Public Relations, and Food & Beverages. Here entrants also can submit web design and social media marketing as a response to the digital market.



Mobius Awards – Package Design

In 2015, Package Design became its own competition. We have continued to respond to this most important advertising market with category additions that include eco-packaging and package redesign. This competition causes great excitement for it includes both an in-person judging session in California and international online judging.



Mobius Awards – Cannabis Advertising & Package Design

This year we are excited to introduce the Mobius Awards Cannabis competition. It is open to advertising/marketing and package design for marijuana products and services including hemp, industrial hemp, THC, CBD. The potentially controversial subjects of such advertising provide greater-than-ever challenges for marketers. Mobius Awards Cannabis seeks to recognize the leaders of this new market.



Mobius Awards – Student

In 2006, Mobius Awards began accepting student work from High School to Graduate Students. School assignments, internships or personal portfolio work are eligible. Entries are accepted in all of the entry types included in the Mobius Advertising competition. The competition allows students to have their work judged by international industry professionals. The winning works become part of Mobius Awards presentations done throughout the world.



US International Film & Video Festival

US International Film & Video Festival has been in operation since 1967. The Festival offers five mini-competitions in one by recognizing outstanding Corporate, Education, Entertainment, Documentary, and Student productions. The competition runs December through March every year. Find more information at <http://filmfestawards.com>.